

## Claims

The claims are:

- 5           1.       A trash receptacle, comprising:  
              a body having side walls and including a back;  
              an opening in the back and fittings in the side walls; wherein  
              a plastic bag can be held in an open and up position by pulling a  
portion of the bag through the opening in the back and coupling the bag to the fittings.
- 10           2.       An arrangement of the trash receptacle of claim 1 and a plastic bag,  
              wherein the plastic bag is supported by the trash receptacle in an open position by the  
              fittings in the side walls and a portion of the bag being pulled through the opening in  
              the back.
- 15           3.       The arrangement of claim 2, wherein the fit between the plastic bag  
              and the opening keeps tension on an open portion of the plastic bag.
4.       The trash receptacle of claim 1, wherein the fittings hold the plastic  
              bag no more than twelve inches up.
- 20           5.       The trash receptacle of claim 1, wherein the fittings hold the plastic  
              bag no more than ten inches up.
6.       The trash receptacle of claim 1, wherein the opening spans nearly the  
25           width of the back.
7.       A method of advertising, comprising using a receptacle according to  
              claim 1 as an advertising specialty.
- 30           8.       A method of advertising, comprising using trash receptacles according  
              to claim 1 as a marketing premium in a continuity promotion.

- 5           9.       The trash receptacle of claim 1, wherein the trash receptacle has fittings to hold both plastic bags with mouth openings greater than a mouth opening of the trash receptacle and plastic bags with mouth openings less than a mouth opening of the trash receptacle.
- 10           10.       A trash receptacle, comprising:  
a body having walls, but a front that is at least partially open; and  
fittings formed in the body to hold a plastic bag in an open position;  
wherein the fitting hold the plastic bag no more than twelve inches up.
- 15           11.       The trash receptacle of claim 10; wherein the fittings hold the plastic bag no more than ten inches up.
12.       The trash receptacle of claim 10, further comprising a backboard.
13.       The trash receptacle of claim 12, wherein an advertisement is placed on the backboard.
- 20           14.       The trash receptacle of claim 12, wherein the backboard contains blank space for writing a message such as a label for the contents of the trash receptacle.
15.       The trash receptacle of claim 10, wherein the trash receptacle is made of cardboard.
- 25           16.       The trash receptacle of claim 10, further comprising a base panel.
17.       The trash receptacle of claim 10, wherein the fittings hold the plastic bag so that when casually placed the plastic bag is not substantially doubled in front.
- 30           18.       A method of advertising, comprising using a receptacle according to

claim 10 as an advertising specialty.

19. A method of advertising, comprising using trash receptacles according to claim 10 as a marketing premium in a continuity promotion.

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20. A trash receptacle, comprising:

a body having walls;

fittings in the walls configured to hold a small T-shirt bag in an up-and-open position;

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wherein the fittings hold the T-shirt bag no more than twelve inches up.

21. The trash receptacle of claim 20, wherein the fittings are slots.

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22. The trash receptacle of claim 20, wherein the fittings hold the plastic bag no more than ten inches up.

23. The trash receptacle of claim 20, further comprising a backboard.

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24. The trash receptacle of claim 23, wherein an advertisement is placed on the backboard.

25. The trash receptacle of claim 23, wherein the backboard contains blank space for writing a message such as a label for the contents of the trash receptacle.

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26. The trash receptacle of claim 20, wherein the trash receptacle is made of cardboard.

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27. The trash receptacle of claim 20, wherein the body has a front that is at least partially open.

28. The trash receptacle of claim 20, further comprising a base panel.
29. The trash receptacle of claim 28, further comprising a reservoir panel.
- 5 30. The trash receptacle of claim 20, wherein the fittings hold the plastic bag so that when casually placed the plastic bag is not substantially doubled in front.
31. A method of advertising, comprising using a receptacle according to claim 20 as an advertising specialty.
- 10 32. A method of advertising, comprising using trash receptacles according to claim 20 as a marketing premium in a continuity promotion.
33. A trash receptacle, comprising:
- 15 a body having a back wall, two side walls, and a backboard;  
fittings to hold a plastic bag in an up-and-open position;  
wherein the fitting hold the plastic bag no more than twelve inches up.
34. The trash receptacle of claim 33, wherein the fittings include slots.
- 20 35. The trash receptacle of claim 33, wherein fitting hold the plastic bag no more than ten inches up.
36. The trash receptacle of claim 33, wherein an advertisement is placed on
- 25 the backboard.
37. The trash receptacle of claim 33, wherein the backboard contains blank space for writing a message such as a label for the contents of the trash receptacle.
- 30 38. The trash receptacle of claim 33, wherein the trash receptacle is made of cardboard.

39. The trash receptacle of claim 33, wherein the fittings hold the plastic bag so that when casually placed the plastic bag is not substantially doubled in front.

5 40. A method of advertising, comprising using a receptacle according to claim 33 as an advertising specialty.

41. A method of advertising, comprising using trash receptacles according to claim 33 as a marketing premium in a continuity promotion.